

\$86,000 Drop in Ontario Amusement Tax Foreseen

CANADIAN MOVING PICTURE DIGEST

Vol. 24, No. 34

TORONTO 2, CANADA

December 17th, 1932

LET'S SETTLE IT NOW!

In "The Toy Parade" the characters come to life from the shelves of toyland. They enact a real story with amazing reality. Not a cartoon! M-G-M believed it was time to produce a real novelty for your holiday demand. Screen it for yourself and you'll grab it!



The Toy

Parade



A Holiday Delight for all sizes!

from **METRO-GOLDWYN-MAYER**

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

ADVERTISED TO MILLIONS of TICKET-BUYERS!

WHEN THE LION ROARS, THE WHOLE WORLD LISTENS!

Imagine! You're going to have a peek at the "inside production plans of the Metro-Goldwyn-Mayer Studios. It's fun to look ahead to see what's coming from the producers of "Grand Hotel", "Smilin' Through", "Red Dust", "Strange Interlude", "Prosperity", "Flesh" and all those other fine screen entertainments. Here is just a rough idea of M-G-M pictures of interest now being shown, soon to come and others planned for production. Listen to the Lion ROAR! What a treat for the months to come!

NORMA SHEARER comes "Smilin' Through" with a new hit "La Tendresse" from the thrilling French play.

JOAN CRAWFORD in an exciting romance written especially for her by William Faulkner, noted author.

MARIE DRESSLER (beloved star!) with **WALLACE BEERY** in "Tugboat Annie."

MARION DAVIES has the role of her career in "Peg o' My Heart."

"CLEAR ALL WIRES" the Broadway stage hit has been captured by M-G-M!

HELEN HAYES, winner of the year's highest film award, will soon appear in "The White Sister." Right after her new success "Son-Daughter" in which she co-stars with **RAMON NOVARRO**.

RAMON NOVARRO will also be seen in the romance "Man on the Nile."

IRENE DUNN and **PHILLIPS HOLMES** are thrilling audiences with "The Lady."

"RASPUTIN" has brought new fame to the Barrymores, Ethel, John and Lionel.

Isn't it the truth? When the Lion ROARS you're sure of a happy hit!

JOHN BARRYMORE wins further film triumphs with the stage success "Reunion in Vienna."

LIONEL BARRYMORE has had a special story written for him, title soon to be announced.

"MEN MUST FIGHT" is another Broadway stage hit on the M-G-M list.

JEAN HARLOW's next film after "Red Dust" is an original drama "Night Club Lady."

JOHNNY WEISSMULLER comes in his long awaited sequel "Tarzan and his Mate."

"HAPPILY UNMARRIED" is a delightful M-G-M original story soon to come to the screen.

JIMMY DURANTE and **BUSTER KEATON** and **JACKIE COOPER**. What a trio for "Buddies!"

"PIGBOATS" is a picture not to be missed! Robert Montgomery... Jimmy Durante... Walter Huston... Madge Evans! Swell cast in a grand picture!

METRO-GOLDWYN-MAYER

IN THE MAGAZINES!

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RAY LEWIS
Editor and Managing Director

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METRO'S SEASON'S BEST



IN looking over the year's pictures, the idea is inspired by the Film Daily, we recall such pictures by Metro-Goldwyn-Mayer as "Smilin' Through" with

Norma Shearer, a glorious picture, which Toronto still remembers after its two weeks' run at Loew's. We recall "Grand Hotel" with its "galaxy of stars", Greta Garbo, Joan Crawford, Lionel and John Barrymore, Wallace Beery, Jean Hersholt, Lewis Stone, a superbly-acted drama of life, as viewed through the eyes of "Grand Hotel".

We recall that sensuously lovely picture, "Mata Hari", in which Greta Garbo did such outstanding work.

Then there is "The Champ", with Wallace Beery and Jackie Cooper, one of the most human of stories, excellently directed and just as excellently acted, with Jackie Cooper dividing honours with Wallace Beery, and Beery presenting a characterization which will be scheduled among his "big roles".

"The Guardsman", with Lynne Fontaine and Alfred Lunt is quite in a class by itself. It is probably the most artistic talking picture we have ever had the pleasure of seeing. Perfect in all of its parts, players, director, story, setting, atmosphere, a veritable jewel, perhaps too fine, in the subtlety of its satiric wit, to satisfy the eyes and ears of the "groundlings".

Then there is "The Washington Masquerade" with Lionel Barrymore in the lead. A story born for to-day, whose message, so powerfully acted, may inspire the birth of statesmen, in place of politicians, the latter who not only do their "grim arabesques" at Washington, but in all Parliaments of the world, where men are in politics, not for the purpose of serving, but for the desire of "getting".

"As You Desire Me" with Greta Garbo, is another picture of which Leo, the Lion, can justifiably be proud. There are a great many

others, but this is a sufficient number to demonstrate the superiority of the Metro-Goldwyn-Mayer policy of Production:

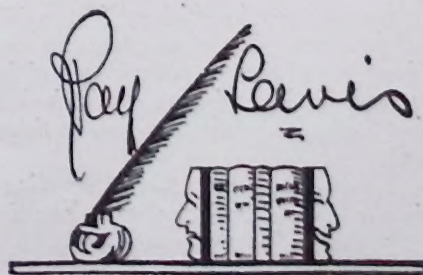
Not one good picture, but "all to the good".

RAY LEWIS - B.I.P. ACTION

THE action of Ray Lewis and British International Films of Canada Ltd., plaintiffs, vs. British International Pictures Limited and British International Pictures (Export) Limited, for recovery of monies paid by the plaintiffs to defendants and damages of \$550,000 for an alleged breach of contract, found Ray Lewis in the witness box for a period of three days, covering one day of presentation, and two days of cross-examination.

Several witnesses were called for the plaintiffs. The surprise of the trial was the announcement by Mr. Arthur Slaght, K.C., Counsel for the defendants, that he was presenting no witnesses, Mr. Slaght proceeding to his argument immediately. Mr. Arthur Dent, director of British International Pictures Ltd., and Managing Director of the Export Company, was in Court during the testimony and cross-examination of Ray Lewis, and the evidence of other witnesses for the plaintiffs. When Counsel for the B.I.P. announced that Mr. Dent would not appear to defend, since he was anxious to get back to England to be with his family for Christmas, we concluded that Christmas was one of the greatest inspirations toward family reunion, and that there must be a Santa Claus!

Justice Raney adjourned the action until January 9th, 1933.



R



RAY LEWIS

P

HECTOR CHARLES WORTH, known throughout Canada for his journalism, his love of all the Arts (Capital A); his affinity with showmen and showmanship, his own published chronicles, and last but not least his Saturday Night editorship, has been reported as declaring that "with one exception there wasn't a radio comedian in Canada worth a d---".

The jovial Hector Charlesworth, Radio Commissioner for Canada, corrects his interviewer by restating that what he said was "We haven't a comedian in Canada worth a d---".

I have been trying to think of "funny men" in Canada, but like Mr. Charlesworth, I just can't think. Lady Peel (Beatrice Lillie) occurs to me, but then she is a Lady, and not in Canada. It may be that our climate is not conducive to humour, or that our comedians were turned into tragedians when the Stock Exchange made a handspring that was a "flop".

NOW what about the Radio? Graham MacNamee for instance, Universal's News Reel Reporter, he manages to put over amusing lines, humourously, but does that make him a comedian? I cannot hear anyone saying "yes".

What about the other Radio comedians, those you hear wise-cracking in the announcements of programs; and causing much merriment in the studios from which they broadcast? Are they funny? You answer!

Mr. Hector Charlesworth appeared to have the right answer when his interviewer, Frank Chamberlain of the Toronto Daily Star, inquired, "Then let's talk about American comedians. Do you think Eddie Cantor is funnier than Jack Benny, or do you lean toward Baron Munchausen? It is reported that Mr. Charlesworth replied, "I prefer Gracie Allan, you know of Burns and Allan. She's the funniest thing on the air today".

Which leads me to conclude, that there are a flock of comedians on the air which Canada would like to 'Give the air'. These do not include Eddie Cantor, who is certainly a comedian on the air, on the stage and on the screen, even his wife thinks he is funny; and that is the acid test of humour.

A letter from Dewey Bloom, Manager of Regal Films, British Division, states, "Dear Ray: I am intrigued by a phrase used by W. J. Long, Manager of the Rialto Theatre in Edmonton, in connection with an article on the 'Sunshine Group' that recently appeared in the Edmonton Bulletin, and a copy of which I am attaching herewith" (the attached article was attached).

Mr. Long stated that the outstanding pictures in the 'Sunshine Group' are planned on a "truly Regal scale," etc.

And now for the "attachment". It is an announcement in the Edmonton Bulletin, headed, 'Great British picture, 'Jack's the Boy', will be at Rialto all week.'

"Everywhere the film has been shown it has broken box-office records and is hailed as the biggest laugh-producer ever put out of a British studio," states Manager Long, who takes about a column and a half to tell his public just how good are the Gainsborough-Gaumont-British pictures he is to present at the Rialto.

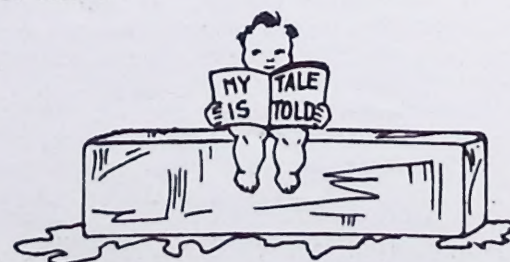
"These all-British films are without doubt the cream of the season's offerings, and in addition there are seven others coming. . . . The Rialto is the only independent theatre in Canada which has secured these outstanding hits, all of them planned on a truly Regal scale, and every one of them a sure-fire hit."

"HE LEARNED ABOUT WOMEN" played Shea's Hippodrome, Toronto, this week, supported by an excellent vaudeville show throughout.

The picture is a Paramount, and judging by the laughs which it provoked, the rest of the patrons, including myself, were satisfied that what "He Learned About Women" was plenty, and that "plenty" provided plentiful entertainment.

Stuart Erwin and Alison Skipworth are featured. They were worth all the type expended on them, for it would be difficult to conceive these parts played any better than they were.

Alison Skipworth is a brilliant player, so brilliant in fact that a shorter and more easily remembered name, like Marie Dressler, should have been given to her, for methinks that this player of histrionic background will occupy a position of importance upon our Screen; and Alison Skipworth is too long a name to ask a motion picture public to remember. Why not Alice Sohne, or Alice Worth, eliminating the "Skip" which is not worth as much as "Worth" to a box-office title or name, incidentally the name "Worth" is well-known to ladies of fashion; and to tired business men in search of recreation, for these have presented "Gowns by Worth", which were worth their weight in the Gold of Love to ladies of fashion.



Weller's Capitol Theatre, Trenton, taken over by Super Amusement Company

Observations



By The Editor

CECIL B. DEMILLE gave the New York press a statement recently which advised that thousand-dollar-a-week "yes-men" ought to be thrown out of the Motion Picture Industry, and be replaced by a few "no-men". The press article refers to Cecil B. De Mille as an "eminent producer".

De Mille states, "Hollywood pays \$50,000 a year to some men just to hear them agree with the boss, they could hire an office boy to say the same thing for \$5.00 a week."

The "yes-men" in our Industry have permitted certain executives to almost wreck their companies. They are as bad as "poor relations". Our Industry is full of relatives, whom no one can criticize because they are related to the boss.

"Once in a Lifetime", Universal's great screen comedy, is funny because it is the truth! It abounds with "yes-men", and it takes 'a sap' to follow the adage of "fools rush in where angels fear to tread".

The "yes-men" in our Industry "mind their own business", it is hard on Motion Picture business, but it is not hard on the "yes-men" because they remain in their jobs!

* * * *

IN an Industry which is so imitative through all of its departments, governing production, distribution, exploitation, publicity, etc., it is difficult to breed a race of "no-men". The "no-men" generally resign and form Independent companies of their own. Failing in this, they accept inferior positions where it does not matter whether they say "yes", or "no", since they never talk to the boss.

Aside from this angle, it is quite likely that we will develop "no-men" in our Industry, for no longer will Mr. "What Not" do the presenting of stars and pictures. Through this policy, the boss, not finding himself the star of the picture, upon the screen, or upon all the publicity, will be the type of a boss with whom one can argue a question of policy!

They tell me that we have such a boss now in Nicholas Schenck, "Nick", who has never presented any picture with his name attached; and who invites conversation and ideas from his executives and associates! Might not this be the answer to the yearly awards obtained by Metro-Goldwyn-Mayer, for the year's best picture and pictures?

* * * *

IF a chain is as strong as its weakest link," then a producing company can only be as strong as its weakest pictures. "Weak sisters" are excess baggage which box-office winners carry along. The policy of "good and bad" might have been a "bargain policy" to exhibitors in the days of "rush buying" and distributors may have received the benefits of a theatre patronage which was not discriminating, but today theatre patrons take longer to forget a poor picture at a theatre; and the profits lost for three or four weeks following a poor picture, are much in excess of the revenue which would have been required to make the picture a good production in the first place.

There will always be "surprise pictures", better than

anyone expected, but there need not be "surprise pictures", which are the "world's worst", and incidentally "yes-men" are not so bountiful in producing departments as they are in executive departments, therefore all pictures produced should be of a standard quality to begin with, to make them marketable. "Dressed, or undressed", they should contain Entertainment value and should be presented by a cast that has ability. If economies are to be made they should be in the cost of story, the setting of the story, never in the quality of the players, or the direction.

* * * *

A GOOD story, well acted, well directed, can cut down on its "dressing", unless it is the intention to make a "special" of this feature. If the story is not box-office on its own, starting off with a reputation already won in book form, or on the stage, a big setting or "dressing" gives the picture a "bigness".

"The world's worst," are to be found in "poor stories", poorly directed and poorly acted. "The world's best" are of course in the classification of "Smilin' Through", where the story, the star, the direction, the cast and the setting are all of a superlative degree!

* * * *

IN closing it may be concluded that The Digest talks like a "no-man", be that as it may, we contend, forever and a day, that there is no need for any such product as the "world's worst". It is poor business always to start into business with something that costs more effort to sell than to produce, and that with every sale the seller is obliged to combat a pyramiding form of opposition!

De Mille advises, "Weed out the inartistic productions and put a premium on art".

We would say, "Weed out the 'weak sisters', and put a premium on Entertainment".

"Give the Entertainment seeker a medium so far superior to either stage or present-day screen productions that he doesn't dare contemplate it," states De Mille.

We say that the screen cannot hope to present entertainment value superior to the stage, which has a traditional background covering the entire span of the life of man. But we can entertain to an equal degree with Motion Pictures. The Screen has presented pictures which are precedents for quality! If we can keep up this standard, just as our poets, painters, sculptors, journalists, architects, endeavour to keep up traditional standards accepted as marks of merit for all time, we will continue to be, not only a progressive Industry, but the world's most popular form of entertainment.

De Mille also advises the development of a new school of writers and actors built upon the foundation of what the Screen and stage has to offer at present. Herein appears a field for research and experiment.

"Lily Christine", a Michael Arlen story, produced as a screen feature in a British studio, played the Osborne Theatre, Winnipeg, last week.

Peterborough Relief Inspector Protests Relief Families Going to Shows

United Artists Features

"Magic Night"—Strand, Calgary, Alta., Dec. 15-17; Grand, London, Ont., Dec. 31 Midnight and Jan. 4-6 (playing as "Good Night Vienna"), Beacon, Vancouver, B.C., Jan. 13th week. "Blue Danube"—Beacon, Vancouver, B.C., Feb. 10th week. "Mischiefs"—Beacon, Vancouver, B.C., Dec. 16th week. "Thark"—Beacon, Vancouver, B.C., Feb. 3rd week. "Flag Lieutenant"—Beacon, Vancouver, B.C., Feb. 17th week (tentative). "Self Made Lady"—Orpheus, Halifax, N.S., Dec. 12-13-14 Out, Dec. 19-20-21 In.

Walter Wilson**In Hospital**

(Special to Digest from Winnipeg)

Walter Wilson, Capitol Theatre manager, Edmonton, Alta., and his personal friend, William MacKenzie, are in Edmonton Hospital with bullet wounds; and Robert Tudge, 19, is in the Edmonton police cells on shooting charges and with a bullet wound through his right index finger, as a result of an unsuccessful holdup attempt at the Capitol Theatre, Saturday night, December 10. Neither Mr. Wilson nor Mr. MacKenzie are in a serious condition.

Theatre Promotion and Sales Department

WE have a theatre in a good sized town in Quebec, seating capacity 560. This theatre operates seven nights a week, with matinees Saturday, Sunday and holidays. The price of building is \$20,000, cash \$10,000, balance easy terms. Average yearly receipts \$20,000, operating expenses approximately \$14,000.

Good theatre proposition for a real live showman.

APPLY BOX 15—DIGEST

WE have a theatre for sale close to Toronto. Seating capacity approximately 500. Northern Electric sound system. First class equipment. Low overhead — excellent location — a bargain!

APPLY BOX 19—DIGEST

HAVE theatre with a seating capacity of 300, equipped with Simplex Projectors and De Forest Sound Equipment in first class condition, in a town of 2,200, no opposition, excellent location on account of various factories.

Theatre has 20 x 20 ft. stage and dressing rooms for vaudeville. Can be purchased at a sacrifice, \$5,300 for theatre and equipment. \$2,000 cash and balance easy terms. Will also give a lease on the building at \$60.00 per

month for a term of years with an option to purchase. This must be purchased quick as owner is leaving city.

APPLY BOX 21—DIGEST

WE have for sale moving picture theatre in town in Ontario approximately 600 seats, large stage, billiard room and bowling alley in basement, hardwood floors, a barber shop, all in building which occupies important site in town. Will lease or sell.

APPLY BOX 23—DIGEST

HAVE a theatre and community hall in real live town in Ontario, equipped with Sunbeam soundtrack equipment, which is reported to be giving excellent results. No opposition within 300 miles, running four nights per week. 2 changes. Theatre has 200 seats with floor space for an additional 300 seats. Attractive box-office and lobby for advertising. Stage 13 x 26 ft. There is a community hall, 28 x 70 ft. including clubrooms on the ground floor of theatre. Yearly revenue from clubhouse, various organizations, \$800, in addition to theatre revenue. Owner has secured position in Toronto which takes him out of town. Easy proposition to handle.

APPLY BOX 25—DIGEST



THE dominating features in the performance of National projector carbons are long-life, steady burning and even craters. The developments of the past year show that National projector carbons constantly keep pace with the progress of the motion picture industry.

FREE—TO EVERY PROJECTIONIST

The new revised edition of the National Projector Carbon Handbook discusses, in detail, the application of the carbon arc to all types of projection lamps. Just the information you need to enable you to secure the most efficient operation of your projection lamp equipment. Send for your copy to-day — write to

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Owning and Operating Radio Station CKNC, Toronto.

Warners Win Proxy Fight, Holding Control



Show Business



Sam Wood Directs Novarro Picture

Sam Wood, whose last picture was "Prosperity", will direct Ramon Novarro in "The Man on the Nile", according to announcement by Metro-Goldwyn-Mayer.

Novarro has just completed work in "The Son-Daughter", adaptation of the David Belasco stage production of the same name, with Helen Hayes co-starring in the feminine lead.

Jolson's Newest "The Optimist"

Al Jolson's starring picture for United Artists, made under the working title of "The New Yorker", will be released finally under the title of "The Optimist", it was announced recently by Al Lichtman, Vice President and General Manager of U. A.

Due to the prolonged illness of Roland Young, who had been portraying one of the principal roles, Jolson is now engaged in completing his film with Frank Morgan in the role of "The Mayor". Others who have been added to the cast are Tyler Brooke and Louise Carver.

Hersholt Signed Long-Term Contract M-G-M

Jean Hersholt has been signed to a new long-term contract, according to an announcement from the Culver City studios of Metro-Goldwyn-Mayer.

"Salt Air" New Sidney-Murray Picture

"Salt Air" will be Universal's next George Sidney-Charlie Murray co-starring vehicle, according to a recent announcement made by Carl Laemmle, Jr. This story, written by Homer Croy and Vernon, will take the place of the usual "Cohens and Kellys" feature, and will enter production as soon as Sidney and Murray complete their current stage appearance in the Los Angeles Company of "Abie's Irish Rose".

Leon Belasco and Band Making Vitaphone Short

Production was begun at the Brooklyn Vitaphone studio on a one-reel short subject starring Leon Belasco and his orchestra. This is the 12th issue of Vitaphone's current "Melody Masters" series of band shorts which have met with such favor on the country's screens; 13 in all are scheduled on this season's program. Holland and Knight, a dance team well known on the vaudeville stage and in night clubs, will also perform in the film, and Alf Goulding has been assigned to its direction.

"Rasputin and the Empress" World Premiere Dec. 23rd

"Rasputin and the Empress" will have its premiere at the Astor Theatre December 23, according to announcement by Metro-Goldwyn-Mayer. John, Ethel and Lionel Barrymore are starred in the three principal roles of this new production, appearing together for the first time on the screen during their respective careers.

5 in Work, 6 Preparing at Warners

With the completion this week of "Somewhere in Sonora", a 4-star Western starring John Wayne, from the Saturday Evening Post story of the same title, and "Blondie Johnson", with Joan Blondell and Chester Morris, there are five Warner-First National pictures in work and 6 being prepared for an early production at the Warner Burbank studios in Hollywood.

Gold Medal Beauty Award Goes to Crawford

Joan Crawford was voted the most beautiful girl in Hollywood by balloters in the contest recently conducted by Silver Screen, national monthly fan magazine. As a result the Metro-Goldwyn-Mayer actress has been awarded the Gold Medal for Beauty by this publication.

Janet Gaynor won second place in the voting, while Norma Shearer was third, Greta Garbo fourth and Madge Evans fifth.

Noah Beery Jr. in Mix Picture

Noah Beery, Jr., has been cast in a prominent role in "Rustler's Round-up", Tom Mix's third starring western for Universal which, Laemmle, Jr. announces, will go into production within the next ten days, following completion of Mix's "Terror Trail". The new vehicle was written by Henry McRae, associate producer in charge of Universal serials.

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Toronto Theatres

LOEW'S—Manager Jules Bernstein — Clark Gable and Jean Harlow in "Red Dust", a Metro-Goldwyn-Mayer picture.

UPTOWN—Manager Tom Daley — Second week for "Maid of the Mountains", a B.I.P. picture, distributed through Empire Films.

TIVOLI—Manager M. J. Doyle — "Thirteen Women", an RKO picture with Irene Dunn and Ricardo Cortez.

SHEA'S—Manager Jerry Shea — "He Learned About Women", a Paramount picture with Stuart Erwin, Alison Skipworth, and Susan Fleming.

IMPERIAL—Manager H. V. Knevels—Will Rogers in "Too Busy to Work", with Marion Nixon, a Fox picture.

Back Dividends Paid by Marcus Loew's Theatres Limited, Toronto

Happiness

Laughter

COMING SOON!

RENATE MULLER

THE HAPPINESS GIRL OF
"SUNSHINE SUSIE" in

"MARRY ME"

WITH

George Robey Harry Green

Famous Music Hall Comedian

"The Kibitzer" Star

A Romantic, Tuneful Musical
Sensation That is Going to Break
Box Office Records in Every
Part of Canada.

"Marry Me" is Still Another Smash Hit in
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Feature Pictures That is Proving so Success-
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Regal Films Limited

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